

# The Northfield Press

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NORTHFIELD, MASS., FRIDAY, OCTOBER 17, 1930

PRICE FIVE CENTS

## Roads Are Very Slippery

The heavy rain which broke the drought, Wednesday, while a blessing in other respects, has created the greatest highway hazard of the year, according to a warning broadcast by the governors committee on street and highway safety. The committee spread its appeal for extra caution by special announcements over all the radio stations in the state, as well as from its own studio at the State House and by a statement to the press.

Reports of accidents reached the committee with unprecedented frequency, while veteran drivers described conditions as worse than they had ever seen. The leaves, which had clung to the trees longer than usual during the dry spell, were swept down in vast quantities by the deluge, covering the roads with a slippery mass, adding to the hazards always present in a driving rain.

The committee's message was as follows:

"The rain which deluged Massachusetts Wednesday, while much needed to relieve drought conditions and replenish sinking water supplies, has suddenly created the worst motoring hazard of the year.

"Motorists must exercise the utmost caution if they venture upon the highways in their present treacherous condition. The governors committee on street and highway safety appeals to every driver in the state and to any person who has any influence over the person at the wheel to be more careful than ever before at this time.

"Drive slowly always. Do not stop suddenly or you are likely to skid on slippery leaves. Begin applying the brakes gradually long before the point at which you wish to halt. Do not proceed too close to the car in front of you. Go especially slowly around curves and corners and wherever you see leaves on the highway.

"October is the most dangerous month of the year on the highways. Within the past six years, October has had the most motor fatalities in three of them and ranked second in two other years. This is largely due to the slippery condition of the highways because of the presence of fallen leaves. The danger point has been deferred this fall until today because of the unprecedented lack of rain. When the deluge finally came, however, it produced conditions worse than ever before because it brought the leaves down with it in great quantities and then soaked them in slippery masses.

"Already reports of accidents are coming in with unusual frequency. Beware of skidding and keep your name off the casualty list.

## Northfield Neighbor's Club Of Springfield Celebrate 10th Anniversary

The Northfield Neighbors' Club of Springfield celebrated its tenth anniversary Tuesday, October 14 at the 2nd Universalist Church on Bay St.

Thirty members and friends were present.

The supper committee served a fine dinner of beef loaf, mashed potatoes, creamed carrots, salad, rolls, pie, cake and coffee.

Miss Sillian Thatcher chairman of the entertainment committee presented the following program.

Musical selections on the banjo and piano were enjoyed during supper.

Miss Miriam Cone of West Springfield gave a number of readings ranging from grave to gay in a most interesting manner.

Mrs. Kate Alexander was introduced as toastmistress. She called upon the past and present presidents who responded in happy vein. The presidents have been Fred Cane, N. D. Alexander, Joseph Waite A. H. Willist and Harold Goodnow.

Mrs. Alexander also called upon John Hann, John Pigott and David Sellier who gave 3 minute talks on Northfield.

Mrs. Nina M. Field as historian gave a brief resume of the events of the past ten years.

The business meeting followed. All the officers were unanimously re-elected.

President, Harold Goodnow; Vice President, Fred Crane; Secretary, Florence Lyman; Treasurer, John Pigott; Entertainment Com., Lillian Thatcher; Flower Com., Eunice Jackson; Hall Com., N. D. Alexander; Press Correspondent, Nina M. Field.

In the late evening a beautifully decorated birthday cake with lighted candles made by a group of the members was cut and served.

This ended the successful tenth birthday of the club.

## Mount Hermon

Mr. and Mrs. Rudolph Schweizer of Philadelphia spent the week end at Mt. Hermon where their youngest son is a student in the school.

Mr. and Mrs. Lyon L. Norton have been at Newton Centre visiting their son, Dr. Hermon Norton and Paul Norton, who has just undergone an operation in one of the Boston hospitals.

Dean Thomas S. Elder left Saturday afternoon for Detroit where he will attend a meeting of the National Holstein-Friesian association. He also plans to stop at Oberlin, O., to visit his son, Holton, who has entered the college there this fall.

Mrs. Martha McCabe of Brooklyn, N. Y., is visiting her daughter, Mrs. Elliott V. Fleckles.

## The Funeral Of Lorimer Drury

The funeral of Mr. L. Lorimer Drury, who for 28 years was secretary of the Mount Hermon School Alumni Association, took place this noon at Mount Hermon. Mr. Drury died suddenly last Wednesday morning after an operation on the kidneys at the Faulkner Hospital in Boston. He was 55 years of age.

A service of prayer at the home preceded the Memorial service at the chapel. Rev. Francis W. Pattison read the Scripture and Mr. W. R. Moody of East Northfield led in prayer.

Directly following, the body was carried to the Chapel, where it lay in the front, banked high and low with scores of floral pieces sent from all parts of the country by the many Hermon Clubs. Seats were reserved for the intimate friends and relatives as well as the faculty, while the student body occupied the remainder of the of the chapel.

After the hymn "O God, Our Help in Ages Past," Rev. Mr. Francis W. Pattison read from the Bible, and then Mr. Elliott Speer, President of the Northfield Schools paid a tribute to the friendship and loyalty of Mr. Drury. A Hermon classmate, Albert E. Roberts of New York City, spoke of the unselfish life of service of his friend. Mr. W. R. Moody, for many years President of the Northfield Schools, which were founded by his father, Dwight L. Moody, told of the warm friendship and unwavering devotion which Mr. Drury always had for the Alumni Association. The secret of its success lay in him.

Mr. Cutler, Principal of Mount Hermon School when Mr. Drury first entered as a student in 1898, and still the revered Head, spoke eloquently of the character, the loyalty to high ideals, and the devoted service of the friend, so suddenly taken away. Rev. J. East Harrison, formerly head of the Bible department at Mount Hermon, closed the service with a prayer and benediction.

The next meeting will be on Alexander Hall Nov. 7th when an Indian girl from Nw Mexico who is a junior at Mt. Holyoke college will address the club.

## Meeting Of The Fortnight Club

The Fortnightly Club of Northfield held its first meeting of the season in Alexander Hall, Friday, October 10th. The new president, Mrs. Martin Vorce, presided. Six new members were voted in: Mrs. Mary Nye, Mrs. Spurgeon Gage, Miss Jennie Haight, Miss Evelyn Haskell, Mrs. Burnett and Mrs. Carroll Miller.

Mrs. Vorce appointed Mrs. Frank Montague as chairman of the Community Service work and Mrs. Ross Spencer as chairman of the Dramatic work on the Club. After the usual business, Mrs. Vorce gave a most interesting and colorful account of the Swampscott Convention to which she was a delegate. Then Mrs. Joseph Ross gave a most graphic account of the rehabilitation work among war veterans in the state hospital and also right here at home. She gave a very comprehensive review of the situation.

Next Mrs. Earl Lilly told of health work in our community, stressing particularly the good work of the Dental clinic held last spring among the school children. Mrs. Lilly said she hoped to arrange another dental clinic in 1931—so vote for the appropriation at the next town meeting."

Mrs. Vorce said she hoped we might make the key note of our club "the service which we might render to our Community."

Lastly Mrs. Robert H. Wilder spoke most ably on the Legislative work in our state which our women's clubs have endorsed. She took each article that is coming before the present legislature and presented both sides of the question in a clear and concise manner. The meeting was then adjourned for refreshments. The hostesses were: Mrs. Bittinger, Mrs. Barr, Mrs. Millard, Mrs. Crozier, and Mrs. Stockbridge.

The next meeting will be on Alexander Hall Nov. 7th when an Indian girl from Nw Mexico who is a junior at Mt. Holyoke college will address the club.

## Brooks—Root

A pretty wedding was solemnized at the Methodist Episcopal church in North Haverhill, N. H., on Saturday, October 11, when Miss Iva Louise Brooks, daughter of Mr. and Mrs. James N. Brooks of that place, became the bride of Henry Oliver Root, youngest son of Warren H. Root of Bernardston.

The church was prettily decorated with hemlock, calendula, asters and potted plants. To the strains of the Lohengrin Wedding March, the bride entered the church on the arm of her father. She was attended by her sister, Miss Cora M. Brooks, as maid of honor and they were met at the altar by the groom and his best man, his brother, W. Elliott Root. In front of an arch of autumn leaves and flowers, the Methodist Episcopal double ring service was performed by Rev. D. E. Burns, pastor of the church.

The bride was becomingly attired in a wedding gown of white satin trimmed with silk lace and wore a veil caught with a coronet of orange blossoms and carried a bouquet of bride's roses and sweetpeas. She wore a necklace of white bone carved in India, which was a wedding gift. The maid of honor wore a cocoon brown dress of flat crepe trimmed with velvet and wore a matching hat.

The groom attended the local schools and graduated from Powers Institute in 1922. Since his graduation he has been associated with his father in the management of his South street farm. The bride graduated from Haverhill academy and from Middlebury college in 1925 and has successfully taught in Cabot and Brandon, Vt., Bernardston, and Beacon, N. Y. After a ten days' wedding trip the young couple will make their home on South street.

They received wedding gifts of gold, china silver, cut glass, pewter and linen. Guests were present at the wedding from Bernardston, Greenfield, Northampton and Dedham.

## House Completely Destroyed By Fire

The house of Mr. and Mrs. Krause of West Northfield was discovered to be on fire about 2 o'clock Saturday morning. One of the boys awoke and smelled smoke. Upon investigation they found the house on fire. The fire department at Northfield, Mass., was called, but for the lack of water the house was completely destroyed in a short time. Had wind been blowing at the time South Vernon Village might have been wiped out. As it was the near neighbors felt very anxious as to the safety of their homes with the flying live sparks falling in the dry grass near them. Mr. Tryon's house was nearest with only a small lawn between. Mr. and Mrs. Krause saved but very few things. Mr. and Mrs. Tryon lost several of their tools stored in the double garage, both families saved their automobiles. Mrs. Fred Adams owns both houses and she was having Mr. Krause's house fixed up at the time.

Rev. W. J. McCullough To Speak At Bernardston Baptist Church

Sunday next, October 19 at 7:30 p. m. in the Baptist Church, Bernardston, Mass. Rev. W. J. McCullough of Greenfield will lecture in full Arab Costumes (Sheik and Shepard) with a fine selection from 1500 film slide pictures taken during his recent tour in Palestine. His subject will be "Shechem To Jerusalem".

## Record Potato Crop Grown In Gill

Did we say 600 bushel? Well, almost. Anyway figure was 596 total with only four bushels small and the successful grower was A. Jurglewicz of Gill. This crop was practically all marketable, showing only four bushels little potatoes on an acre.

Gill has won an enviable name during the last three years as a potato growing town and this yield is certainly a figure at which the rest of the state will have a chance to shoot at and we hazard a guess that it will stand for a leading yield this year. Mr. Jurglewicz is to be congratulated not only upon this record, but because for the last three years he has had consistently high yields. In 1928 he stood second in the county and fourth in the state; in 1929 he stood second in the county and third in the state, and in 1930 we are willing to hazard a guess that he will stand first.

The record of the 300 bushel potato club has been as follows: In 1928 Lewis Munn was the first with 388 and A. Jurglewicz second with 386 bushels. Munn's standing was second in the state and Jurglewicz's was fourth. In 1929 Lewis Munn was first with 415, A. Jurglewicz second with 349, and William Pierson third with 344. In the state, Munn was first and Jurglewicz third. In 1930 we have the following records and unless there are some other crops not now in they will stand for 1930: A. Jurglewicz, Gill, 596 bushel total, four bushel small; W. D. Pierson, Charlemont, 509 bushel total, 7.5 bushel small; Lewis Munn, Gill, 460 bushel total, 7.5 bushel small; Jonathan Ashley, Deerfield, 452 bushel total; J. Zywna, 433 bushel total and four bushel small; Homer Crafts, 425 bushel total. All the crops with the exception of Jonathan Ashley are Green Mountains, his being Irish Cobblers. It is interesting to note that Homer Crafts' yield of 425 bushel is larger than any yield made in the two previous years.

The record of two crops of over 500 bushel per acre is one of which Franklin County has a right to be proud and congratulations should be extended not only to the winner but to everyone of the six men who have made the 300 bushel crop with over 400 bushel potatoes to the acre. Not only has Franklin County a very large crop of potatoes but the quality is uniformly good and Franklin county people should eat Franklin county potatoes in 1930.

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## Northfield Alumnae Notes

Recently the Alumnae Association was at home to all the granddaughters of the Seminary—33 in number—those present students who mothers had attended Northfield. In the case of one student it was her grandmother (not her mother) who attended Northfield.

We now have the great-great niece of "Grandma Moody" in the school—Betsey Jane Holton of Raynham, Mass., and the great-granddaughter of Mr. Henry Moore, for many years president of the Board of Trustees.

Gladys Miller, Genevieve, Alexander, and Ellen Bolton are three town representatives of this group.

Of the 33 students mentioned above 11 of them have Hermon fathers.

The party was held at Crane Cottage and was a happy and delightful affair.

The two representatives of the Alumnae Association on the Board of Trustees will be present for the fall meeting this week end. Miss Daisy B. Treen of Boston, Superintendent of the High School Luch System of Boston and Greater Boston and manager of New England Kitchen, a high-grade restaurant at 39 Charles Street, Boston, and Miss Lucy S. Curtis head of the English Department in one of the High Schools of Bridgeport, Ct.

Mrs. Frank J. Woodard, who was Marion Wells of the Class of 1907 at the Seminary will be one of the speakers at the Student's Aid Society meeting at the Northfield on Saturday evening, October 18. Mrs. Woodard has been in missionary service with her husband for over twenty years, first in the Gilbert Islands and now in the Philippines. They are at present on furlough from their work and with their four young sons living at 117 Grove Street, Auburndale, Mass.

Miss Hatch, the Alumnae Secretary will speak before the Hampshire County Northfield Club at Easthampton, Mass. on Saturday afternoon October 18.

The Franklin County Northfield Club will meet Saturday, October 25 as guests of Mount Hermon School. The president of the Club is Mrs. Richard L. Watson of Mount Hermon.

At various times in the next few years Northfield hopes to invite the different clubs—as represented by members of their Executive Committees and Committee members—to meet on old Campus for definite weekends. The first invitation is being issued to the New York Club for October 24-27. Miss Margaret Burr, Class of 1908 is club president.

Mr. and Mrs. Walter Bancroft and daughter, Beryl of Medford Hillside, were week end visitors of Mrs. Bancroft's mother, Mrs. Osgood L. Leach.

Rev. Spurgeon Gage of Mount Hermon was unable to be present at the Sunday evening meeting in Union hall. Rev. Dickinson of Northfield had charge of the meeting. Miss Beryl Bancroft of Medford Hillside was a guest.

Mr. and Mrs. Harry Upham and daughter and Mr. and Mrs. Arthur Reed at Wakefield were week end visitors at Frank Howe's.

The Millers Falls Boy scout troop has completed a club house on the old Thornton place up Four Brook road and held open house visitors last Sunday afternoon. The Millers Falls boys with their friends have put in much hard work on their club house during the summer and have a very nice building to show for their effort.

## The Conn. Valley Conference of Unitarian-Congregational Churches

The Connecticut Valley Conference of Unitarian-Congregational and other Christian Churches. Founded January 16, 1887, will meet Sunday, October 19th, 1930 as guests of the First Unitarian-Congregational Society, Northfield, Mass.

3:00 p. m. Devotional Service. In charge of Rev. Mary Andrews Connor, of Northfield.

3:15 p. m. The Connecticut Valley Conference will convene for its sixty-sixth session.

Welcome to the church and town, Rev. C. C. Connor, of Northfield.

Meeting called to order by Prof. Charles H. Pattison of Amherst. President.

Annual Reports of Secretary and Treasurer and general business.

4:00 p. m. Address: "An opportunity to serve and be served." Miss Annie M. Filoon, Dean of the Tuckerman School, Boston.

4:15 p. m. The Women's Associate Alliance. The Laymen's League Chaplains, The Ministers' Association, The Western Federation of Young People will hold separate sessions. The Associate Alliance will have as speaker Mrs. Clarence A. Burt, of Springfield, whose subject will be, "The New England Associate Alliance." The speaker for the Laymen's League will be announced later in the papers. The Y. P. R. U. will hear an address by Miss Filoon, the Ministers' association will have an informal meeting.

5:30 p. m. Supper will be served by the women of the parish at 50 cents a plate.

6:45 p. m. Service of worship led by Miss Marjorie Bigelow, of Greenfield, representing the Western Federation of Y. P. R. U.

7:00 p. m. closing business. Election of officers.

7:15 p. m. Address by Miss Dorothy Gray Lee, President of the Western Federation of Y. P. R. U.

7:30 p. m. Address by Rev. Earl C. D. of Concord, N. H. Subject: "The Mistake of a Stranded Aviator."

8:15 p. m. Hymn and benediction.

## Baptist Association Elects Officers

During the annual business session of the Franklin-Millers River Baptist association, held at the Second Baptist church on Christian Hill, Thursday, the following officers were elected: Rev.

THE NORTHFIELD PRESS  
NORTHFIELD ESTABLISHED 1906 MASSACHUSETTS

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We are always glad to receive communications of general interest and usually print them, regardless of our opinions upon the matter. All communications must be written upon one side of the paper only and bear the signature of the writer, not necessarily for publication (although this is desirable) but as an evidence of good faith. Anonymous communications receive no attention in this office.

Copies of current issue are on sale at:—  
The Northfield Pharmacy  
The Book Store  
Buffum's Store  
Dunklee's Store  
Lyman's News Store  
The Book Store  
Power's Drug Store  
Charles L. Cook

Northfield  
East Northfield  
South Vernon  
Vernon, Vt.  
Hinsdale, N. H.  
Winchester, N. H.  
Winchester, N. H.  
Millers Falls

Friday, October 17, 1930

Some one once said, "There is nothing new under the sun." It isn't true. The electric light is new, artificial ice is new, the motion picture is new, the radio is new, the internal combustion engine which makes possible the automobile is new, and the theory that a sandwich can be made that is worth 60 cents is new.

This year stands out in our memory with a peculiar distinctness. All during the six weeks of merciless, scorching weather, not one of our lucky, fortunate, vacationing friends sent us a post card bearing the message, "We slept under blankets last night."

Thomas A. Edison is quoted as saying, "we don't know a millionth of 1 per cent about anything." This announcement by Mr. Edison immediately following his examination of the young aspirants for the Edison scholarship might be significant.

It used to be a popular theory that man should continue to work as long as he is physically able, even after he has laid by sufficient to take care of his wants. The present unemployment situation would indicate that the better plan would be for a man after he has acquired a competence to retire and leave his place to some man who has no employment. The theory is a good one but it won't be accepted. The difficulty is that after a man has worked long enough to acquire a competence, he has the industry habit so deeply grounded in his system that he is not happy unless he is employed. The most difficult thing for an active, industrious man to do is nothing.

In disposing of a board through which a nail has been driven always throw it down so that the sharp end of the nail will be left sticking up. Of course if someone steps on it, a crippled foot and possibly a case of lock jaw may result, but then people should watch where they are stepping.

## WHAT WE THINK

(By Frank Dixon)  
When they fire a president down in Peru, he has to leave the country to save his life. Here in the United States we keep em to furnish amusement.

A lot of new things have come and gone in the way of foods and confections, but pop corn, peanuts and pink lemonade are still going strong the same as they did sixty and seventy years ago.

The sign of these times should be a man grasping his belt firmly by the left hand while he clinches it up a notch more with his right hand.

A master blow would be struck at the bootlegger if church members would stop drinking.—Governor John G. Pollard of Virginia.

The fear of being old fashioned and behind the times will force some to do things that conscience and training shrink from.

Things have come to a pretty pass. A man can not tell the truth without lying.

By the time the farm board gets around to it, all the farmers will be relieved.

## This Week in History

Oct. 13—Cornerstones of White House laid, 1792; fire destroyed 2500 buildings at Quebec, Canada, 1866; Peace treaty ratified by France, 1919; Ruth Elder and George Haldeman, descended to sea 350 miles north of Azores ad were rescued, 1927; Battle of Queenstown, 1812; Oct. 14—William Penn born at London, England, 1644; first Mississippi and Ohio steamboat left Pittsburgh, 1811; mine explosion, Canada, Wales, 400 killed, 1913.

Oct. 15—Monument dedicated at Springfield, over grave of Lincoln, 1874; the ZR3 dirigible arrived in New York from Frederickshafen, Germany, 1924; Graf Zeppelin arrives in New York City, from Frederickshafen, Germany, 1928.

Oct. 16—Famous raid of John Brown of Harper's Ferry, Va., 1859; Napoleon sent to St. Helena, 1815; U. S. mint established at Philadelphia, 1792.

Oct. 17—Surrender of General Burgoyne, 1777; Zeppelin balloon 22 exploded over Johnstown, Germany, 28 killed, 1913.

Oct. 18—U. S. takes formal possession of Porto Rico, 1898; the Sloop of War Waap captures the brig Frolic, 1812.

## TWO-MINUTE SERMONS

By Rev. George Henry

## WHAT IS A CHRISTIAN?

A Christian is one who believes with all his heart that Jesus is the Christ, the son of the living God, and who will do what He wants him to do, as He wants him to do it. Again, a Christian is a man who thinks seriously, who looks at things as they are, who realizes that life is something more than a frolic, who appreciates the gravity of every situation, and yet carries a light in his countenance and an inexhaustible supply of cheer in his heart. Once more, a Christian is one who loves mankind very dearly and who loves God supremely. Or yet again, a Christian is a man who adds to his faith those virtues that distinguished Christ's life on earth, who engages in acts of mercy, and deeds of kindness such as He performed, who goes his way with head erect and a conscience void of offense toward God and man, and who, with all this, does not become self-righteous.

## Save-A-Life Highway Safety Campaign Successful in August

Striking indication of the value of the Save-A-Life highway safety campaign conducted simultaneously in August by the New England states is seen in preliminary reports transmitted by the national safety council to the governor's committee on street and highway safety. The New England states for which figures were available all experienced drop in August motor deaths as compared with the same month last year, while at the same time three other reporting states had large increases.

Connecticut highway fatalities dropped from 48 in August, 1929, to 45 in August 1930; Massachusetts dropped from 95 to 83; and Rhode Island from 14 to 10. On the other hand automobile deaths rose from 5 to 10 in Delaware; from 10 to 33 in Oregon and from 158 to 180 in Pennsylvania.

## Are You "Radiator Conscious?"

About this time of year car owners begin to "discover" their cooling systems. During the Spring and Summer months most motorists regard the radiator merely as a reservoir that needs a little water once in a while, but the approach of cold weather calls attention to the fact that this is an extremely important part of the motor anatomy. This year, according to a bulletin of the Glycerine Producer's Association, whose members manufacture all the standard radiator glycerine anti-freeze used in this country, car owners are becoming conscious of many changes in design and capacity of their new car cooling systems.

One of the most noticeable changes in radiator appearance has been effected by the wide use of the radiator service manufacturers of the more expensive cars. This novelty, adapted from abroad, adds a striking touch of beauty to the cars featuring highly polished chromium trimmings. Other car manufacturers have limited the use of chromium to a narrow band around the top of the radiator. Motorists who drive this type of car are cautioned against the use of a strong chemical anti-freeze which eat away the finish if spilled on the radiator shell. Radiator glycerine, being the same bland liquid that is used in many medical and toilet preparations will not, of course, injure the finish of the car. Other new notes in radiator design are struck by manufacturers who have introduced a new concave effect, and radiators tapering from top to bottom.

The new chart of cooling system capacities just issued by the Glycerine Producers' Association contains two new names, one of them the largest and the other the smallest, car made in the U. S. A. The Cadillac V-16, with a radiator capacity of 28 quarts, heads the list, and the new bantam Austin, holding but six quarts, is at the bottom.

Work done by contractors should be inspected and approved by the Local Superintendent before payment for the same is made.

COMMONWEALTH OF MASSACHUSETTS  
FRANKLIN, SS.

## Case 19044 PROBATE COURT

To all persons interested in the estate of Julia E. Merriman, late of Northfield in said County, deceased: WHEREAS, Frank H. Montague, the administrator of the estate of said deceased, has presented for allowance the supplemental account of his administration upon the estate of said deceased including distribution among the heirs-at-law and next of kin of said deceased:

You are hereby cited to appear at a Probate Court, to be held at Greenfield, in said County, on the third Tuesday of November A. D. 1930, at nine o'clock in the forenoon, to show cause, if any you have, why the same should not be allowed.

And said administrator.....

..... is ordered to serve this citation by publishing the same once in each week, for three successive weeks, in the Northfield Press, a newspaper published in Northfield in said County, the last publication to be one day at least before said Court, and by mailing, a copy of this citation to all known persons interested in the estate, seven days at least before said Court.

Witness FRANCIS NIMS THOMPSON, Judge of said Court, this thirtieth day of September in the year one thousand nine hundred and thirty.....

John C. Lee, Register.

Founded on fact. Radio parties are being organized by many who are sick of seeing so much "wet stuff" in the newspapers.

In addition, Mrs. Frank N. Mann, of Huntington, W. Va., well-known woman leader, will talk on "Woman's Challenge."

It sometimes happens that when a man's purse begins to swell his soul begins to shrivel.—Verd Mispier.

Seven or eight months after the country has emerged from the present depression the government will have worked out a plan of public building and road building for the relief of the unemployed. The progress made along this line so far, indicates that the matter is being handled by the same committee who started in some twelve years ago to dispose of Muscle Shoals.

## NOTICE

The Assessors of Northfield will meet in the Selectmen's room, Town Hall on Monday, Oct. 20th, 1930, 1 p. m. for the purpose of hearing applications for abatements.

A. H. Mattoon  
C. E. Leach  
C. A. Field  
Board of Assessors.

Office of the  
BOARD OF SELECTMEN  
Northfield, Mass.

You are hereby required on or before Dec. 1, 1930 to destroy the gypsy and brown-tail moths on your property in this town.

This notification is in accordance with Chapter 132, Section 18, General Laws, which requires cities and towns to destroy under heavy penalty for to destroy the eggs, caterpillars, pupae and nests of the gypsy and brown-tail moths.

If a property owner fails to destroy such eggs, caterpillars, pupae and nests, then the city or town is required to destroy the same, and the cost of the work, in whole or part, according to the value of the land, is assessed upon and becomes a lien on the land. (See Section 18, Chapter 132, General Laws.)

The Selectmen ask owners and tenants to co-operate with the town in its work on highways and other public grounds by doing effective work on their premises. Citizens, who have cleaned their premises of the moths but find their trees endangered by the neglect of owners of adjoining estates, should make complaint by the Selectmen. The infestation of a residential neighborhood by the neglect of a few will not be tolerated.

The eggs of the gypsy moths should be destroyed at once with creosote. They should never be scraped off the object on which they are laid. Careful search should be made for gypsy moth egg clusters, not only on trees, but also on house wall, stone walls, fences and in rubbish heaps, etc. (Trees in which cavities occur and which it is not desirable to cut should have the cavities filled or cemented. This is important.) The present and future cost of combating this insect can be greatly reduced by cutting and burning worthless brush, hollow trees, etc. A few trees well cared for are more valuable to the property owner and the community than a large number of neglected trees.

The nests of the brown-tail moths should be cut off the trees, carefully collected and burned in a stove or furnace.

Full instructions as to the best methods of work against the moths may be obtained from the Local Superintendent, Roderick Parker, or from the State Forester, Room 519, State House, Boston, Mass.

Work done by contractors should be inspected and approved by the Local Superintendent before payment for the same is made.

September, 1930.

F. H. Montague,  
G. W. Carr.  
E. M. Morgan.  
Selectmen.

The Urge to Live  
By JOHN HAMILIN  
(Copyright)

## THE NATION WIDE SERVICE STORE

Your Nation-Wide Store is Owned by Your Neighbor—Be Neighborly

Shop in Bright, Clean, Orderly Stores

Week of October 20th

Nation Wide Dry Ginger Ale ..... One Doz. \$1.29

Keep on hand Prepared Beardsley's Codfish Cakes ..... 2 cans 25c

Gold Dust Cleans All Floors Easily ..... Lge. Pkg. 24c

Royal Fruit Gelatin. Try the new Lime ..... 3 pkg. 25c

Lawrence Hulled Corn Just heat and serve with cream ..... Lge. No. 3 can 20c

Ambassador Razor Blades Double-Edge. Fits the new Gillette Razor. ..... Package of 5 blades 35c

Palmolive Beads. Protect delicate fabrics by using Olive and Palm Oil Beads No streaks ..... pkg. 9c

Nation-wide Brand Coffee Price low—Quality high Makes your daily cup of coffee full of real enjoyment ..... lb. 33c

Dan Berry carefully tied the laces of his worn shoes, stood up and winced. The cardboard hurt the bottom of his feet—well, what of it?

He limped across to his unmade bed, picked up a heavy blanket. It would cover the door completely.

Half-way to the door, the z-zing or a bell sounded. The blanket dropped from his nerveless fingers.

Again the bell sent its metallic peal echoing through the house. There was nobody in but himself. He hesitated and for the third time the bell rang.

How often had he rung door bells, waited expectantly, hopefully; rung the second time, less expectantly; the third time all hope vanished. A wretched feeling—he preferred a curt dismissal to an unanswered door bell.

Berry hastily picked up the blanket, tossed it upon the bed and forgot to limp in hurrying to the front door.

From the hallway he saw the head and shoulders of a man through the glass of the door. The shoulders drooped wearily, gray hair showed above the collar; the hat was ill fitting.

When the knob turned in Berry's grasp, the man wheeled.

Berry caught sight of the brief case the man was carrying. An agent! Here's where he could pay off—hundred scores, enact the role of a domineering householder—heap insults upon this pestering peddler.

Directly he noted the man straightening his shoulders; smiling off the lines of dejection, forcing a spark of interest in tired, blue eyes.

"Good morning!"

Berry's acute ear caught the meant-to-be-cherry greeting; more than that. It was like an echo of his own voice when he was inwardly praying that, at last, was somebody who'd sign on the dotted line.

Then, while still in this strange mental swirl, Berry suddenly became conscious of familiar words, phrases that he had learned by heart, repeated time and again, mostly under just such odds as this—himself standing outside the door, trying to melt cold resistance.

Curiosity swept away all antagonism. He was interested to learn how this agent put over his selling talk.

"Come in!" Berry flung the door wide.

The man's face lighted up in a way that brought a damnable lump into Berry's throat. "Sit down," he gruffed.

The man opened his brief case to the accompaniment of the stereotyped sales talk. Berry sat down beside the agent, scanning the familiar pages of the prospectus. He exclaimed over the fine illustrations, asked intelligent questions—he made the man clear up to the psychological point where he produced samples of bindings, took out a fountain pen and pushed the contract invitingly towards him.

"Five dollars down is all that's required. The books will be shipped to you immediately. The balance paid in twenty monthly installments."

Berry took the fountain pen, rolled it between his fingers tentatively. He pressed down the nib, saw that the ink was ready to flow, then stole a glance at the agent.

He was bending far forward, the tired lines had vanished, his eyes glinting with an hypnotic expression.

Dan Berry lifted the pen from the paper, without signing and the man stamped, ageing twenty years instantly.

That struck home. Dan Berry understood. He signed on the dotted line, arose and walked down to his bedroom. Returning, he handed the agent the five-dollar bill.

He heard the man's thanks, bowed him out the door and limped on back to his room. He picked up his own brief case, put on his out-of-date hat and limped out of the house.

He had brought down upon himself an urge to live. He had signed one of his own firm's contracts, bound him to go on struggling till those twenty monthly installments were paid to the last cent.

NORTHFIELD, MASS.

CHANGE OF MAILS EFFECTIVE SEPTEMBER 26, 1930  
EASTERN STANDARD TIME

MAILS DISTRIBUTED

8:30 a. m.—From all directions.  
10:45 a. m.—From all directions.  
2:45 p. m.—From all directions.

MAILS CLOSE

9:30 a. m.—For all directions.  
1:30 p. m.—For South-East and East.  
6:00 p. m.—For all directions.  
Rural Carriers leave at 10:50 a. m.<br

# 10% off on all Tires and Tubes

**LAST 2 DAYS!!** *Sale Ends Saturday Night!*

SEMI-ANNUAL  
NATION-WIDE

# WARD WEEK

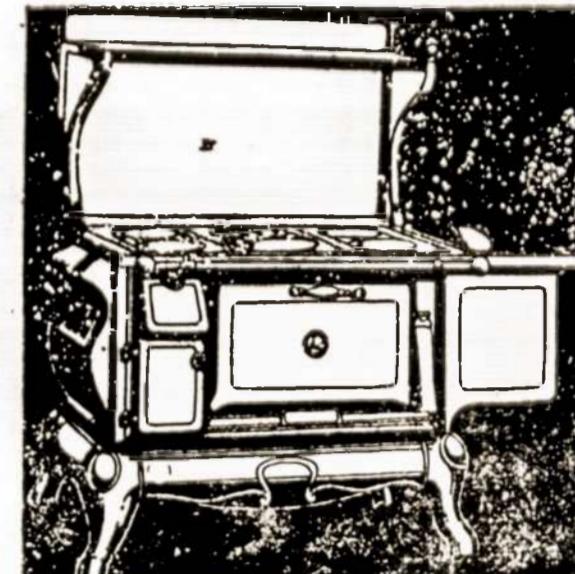
*Join the Prosperity Parade . . . Millions will Save Millions!*



## Challenger Radios

A \$145 Value! 7 Tubes . . . Triple Screen Grid . . . Super Dynamic Speaker . . . Complete and \$69.50  
Beautiful Walnut Veneer Cabinet . . . Personal Tone Control! Complete and \$69.50  
Installed!

1.00 Down. Small carrying charge!



## Admiral Coal Range

Flawless Cast Iron Body . . . roomy cooking top. Big baking oven. Porcelain \$87.85  
enameled in beautiful pastel shades.

1.00 Down. Small Carrying Charge!



## Electric Washers

Save \$35 to \$50 on this guaranteed electric Washer! New, sanitary, porcelain \$64.50  
enameled tub; genuine Lovell swinging wringer; tri-vane agitator, and fully \$64.50  
enclosed mechanism.

1.00 Down. Small carrying charge!



## Fireside Heaters

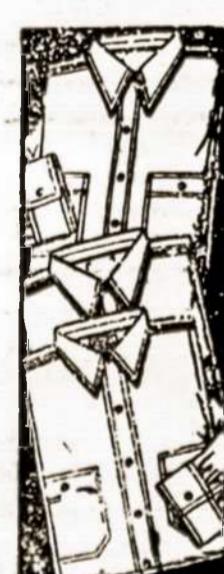
This Heater CIRCULATES warm, June-like air through your home all winter. Walnut enameled cabinet. Burns coal or wood. \$73.85

1.00 Down. Small Carrying Charge!



## 200 Fall Dresses \$6.66

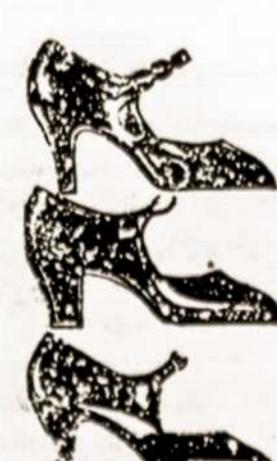
New Fall Frocks! Specially purchased and priced for Ward Week! The best \$6.66 dress that clever buying and great purchasing power can offer! Season's most wanted fabrics in Fall shades.



## Work Shirts 2 for \$1.00

NOW is the time to buy! Blue Chambray Shirts cut for roomy comfort! Excellent quality. Sizes 14 to 17½.

**Dress Shirts, \$1**  
One of Ward Week's best buys! Genuine broadcloth in plain and fancy patterns. Collars attached. Sizes 14 to 17½.  
Buying Power Does It!

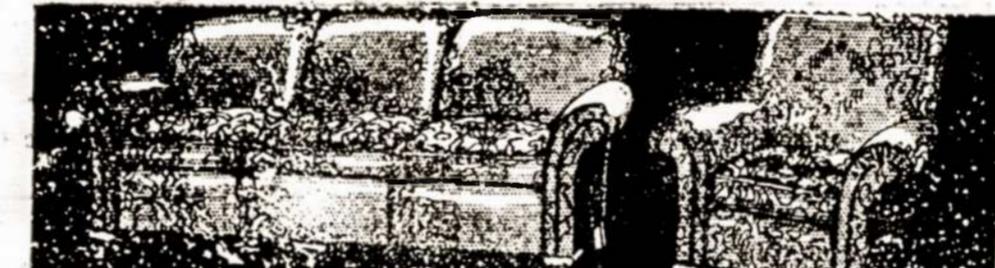


## FALL SHOES \$2.98

A huge purchase for Ward Week Oxfords, Buckle and Strap Pumps in Suede, Patent, Kid, and Calf. Buy a pair for each costume!

**CHILDREN'S SHOES** of fine calfskin—for comfort and long wear. Regular \$1.95 values! Sizes 8 to 2.

**Great Savings!** \$1.00  
Buying Power Does It!



## These Two Pieces

Think of it! This Luxurious Living Room Suite is yours in Ward Week at a great saving! Large Davenport and button-back Chair in rich two-tone Jacquard Velour. Reversible spring-filled cushions of tapestry. Frame finished in antique mahogany. Furniture prices are Down! Buy Now!

\$79.00

## New Fall Coats \$21.75

Style! Quality! Low Price! New coats—outstanding values at this price. Season's latest fabrics with rich fur trims. Popular Fall colors. Women's and Misses' sizes. Choose while selection is complete. Buy now, save!



## Three Piece Suite

It's priced to save you in Ward Week! Full size Bed . . . choice of Dresser or French Vanity. Well constructed of selected hardwood—shaded American Walnut finish. Spacious drawers, large plate glass mirrors. \$72.00

Buy now and SAVE!

### Western Field Repeating Shotgun \$29.98

With 2 Boxes of Shells  
\$40 value! Real Browning model. 20 gauge. Chrome vanadium steel parts. Weighs only 6 lbs.

\$1.00 Down

### Western Field DOUBLE-BARRELLED SHOTGUN \$21.45

With 1 Box of Shells  
\$40 value! Real Browning model. 20 gauge. Chrome vanadium steel parts. Weighs only 6 lbs.

\$1.00 Down

### Ward Week Bargains In Kitchen Needs

IRONING BOARD PAD AND COVER  
Non-inflammable pad; muslin cover.

**Both for \$2.25**

ENAMELWARE—Ivory with jade  
green trim. Choice of

**each, 39c**

SAUCE PAN SET of durable aluminum.

**50c**

REVERSIBLE DUST MOP of chemically treated cotton

**69c**



## Lace Panels each 98 cents

Beautiful lace panels in filet and shadow weaves. Newest designs. Another Ward Week bargain!

5-PC. RUFFLED CURTAIN SET of sheer voile or marquise. \$1.00 value.  
Buying Power Does It!

**Set, 59 cents**



## Save on Tires!

Buy TRAIL BLAZERS that's the surest way to save on tires! You save on the price and you save in the long run. Big, rugged, safe backed by our new Unlimited Guarantee. Re-tire tomorrow!

30 x 3½ cl. o. s.	\$3.86
29 x 500	\$5.98
29 x 4.40	\$4.31
30 x 450	\$4.81
31 x 525	\$7.51

All Other Sizes at Proportionate Savings!

# MONTGOMERY WARD & Co.

106 MAIN STREET, GREENFIELD, MASS.

TELEPHONE 2299

## DRY CLEANSING AND DYEING

Over 35 Years Cleansing Clothes

Fall and Winter Coats and Garments should now be sent us for cleaning and get them in shape for use at any time needed. We clean anything cleanable.

Hats Cleaned and Reblocked

PALMER'S, INC.

11 Elm Street, on the Corner, Brattleboro, Vt.

# AVOL

CASE

Thousands of prescriptions for this remarkable formula were filled by druggists last year; over 34,000 physicians, dentists and welfare nurses recommend and endorse A-Vol as a harmless, safe, rapid relief for pain, depression, fever, cold, etc.

Contains No Aspirin or Other Migraine Dose.

Headaches! Colds! Neuralgia! Dental Pain!

A Home in the Heart of Things  
Fifth Ave. & 28th St., New York

Albion M. Gutterson, Mgr.

1000 Rooms with Bath  
Single \$3 to \$4  
Double —  
\$4 to \$6

Three Blocks  
to Fireproof  
Garage—  
5 Blocks to Largest  
Department Stores in  
the World  
Welcome Stranger and Friend

# PRINCE GEORGE HOTEL

## DRIVING TO NEW YORK...?

Conveniently located away from traffic  
congestion, Bretton Hall, with excellent garage  
facilities, is the ideal motor tourists' headquarters.

RATES FROM \$2.50 DAILY

## HOTEL BRETON HALL

BROADWAY at 86th STREET

## GARAGE FACILITIES

Arrangements have been made whereby visitors will be shown through

## THE CHATEAU

(Mr. Schell's former residence)  
each weekday between 2 and 5 p.m.

TEA SERVED BETWEEN 4 and 5 P.M.

A SMALL FEE WILL BE CHARGED.

THE NORTHFIELD, East Northfield, Mass.

Albert G. Moody, Mgr. Ralph M. Forsaith, Asst. Mgr.

## Special Notice to Advertisers

No large display advts. can be accepted hereafter any later than 5 P.M. Tuesday of the week of issue; and no display advts. of any size after 1 P.M. on Wednesday.

Moreover, advertisers should understand that they will usually get a better set-up and position in the paper, if they have their copy in our hands in advance of these closing hours.

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**HOTEL EMBASSY**  
BROADWAY at 70th STREET - NEW YORK

400 LARGE LIGHT ROOMS  
ALL WITH BATH  
\$2.50 A Day For One Person  
\$3.50 A Day and Up For Two

Special Rates for Permanent Guests

FINE RESTAURANT  
REASONABLE PRICES

Club Breakfast ..... 30c to 50c  
Luncheon ..... 75c  
Table d'Hôte Dinner ..... \$1.00

EDMUND P. MOLONY  
Manager.

## Bernardston

## New Phone Office Manager Arrives

Mrs. MacCurdy of Manchester, N. H., has taken charge of the central office here, beginning her duties Monday. Several years ago Mrs. MacCurdy had charge of the central office at Durham, N. H.

## Bible Pictures to Feature Services

Rev. Prangnell, pastor of the Baptist church, has purchased a powerful combination lantern and 2600 film pictures featuring Bible character scenes and stories. These will be shown at the service on the third Sunday evening each month, at 7.30.

## Boy Patrols Formed

"The Boys Own," has made a successful start in the town hall where it meets for games, drills and Scout work every Tuesday evening. Three patrols have been formed under the direction of Rev. B. M. Prangnell.

## Pastor Speaks at Turners Falls

Rev. B. M. Prangnell was the special preacher at the International Service at the Baptist church in Turners Falls Sunday evening and used as his theme, "Our Pedigrees." On next Sunday evening he will exchange pulpits with the Rev. W. J. McCullough and preach in the First Baptist church in Greenfield.

Rev. A. L. Truesdell, Miss Charlotte Truesdell, Bradford Truesdell, Miss Abbie Burrows and Sidney Marcy of Northfield motored on Monday to Mt. Greylock. They climbed the mountain where they enjoyed their lunch.

Mrs. Nellie Duncan has been spending a few days at her home in Webster.

Henry L. Crowell spent the holiday in Springfield.

Mr. and Mrs. Lawrence Gale and family spent Sunday with Mrs. Gale's parents, Mr. and Mrs. Sidney Eastman.

Mrs. Elmer French and daughter, Miss Florence French, spent the week end Chester, Vt.

Mr. and Mrs. Fred Bliss and daughter and Mrs. George Gunderman of Springfield were guests of Mrs. Ella Rogerson on Sunday.

Mr. and Mrs. Fred Slatte and son of Chicopee Falls visited Mr. and Mrs. Almon Flagg Monday, on their way home from Windsor, Vt.

Frank B. Hills of New York was with his parents, Mr. and Mrs. C. R. Hills over the week end. Monday guests of Mr. and Mrs. Hills' were Mr. and Mrs. Frank Hills of Arlington and Mr. and Mrs. A. L. Knowlton of Newton.

Mr. and Mrs. Alfred Hale and Mr. and Mrs. Lester Wheeler of Hartford, Conn., were holiday guests of Mr. and Mrs. Sidney Gaines.

John Sharron of Pittsfield, formerly of Bernardston, was in town Tuesday calling on friends.

Miss Thelma Aherns of Springfield is with her aunt, Mrs. Lilla Cory. On Monday, Mrs. William Aherns, Lyman Aherns, and Miss Christine Warnock of Springfield were Mrs. Cory's guests.

Mr. and Mrs. Wilard Vail and two children of New Britain, Conn., are spending a few days with Mr. Vail's parents, Mr. and Mrs. E. W. Vail on Huckle Hill.

Mr. and Mrs. Clayton Hale have moved into the cottage vacated by Mr. and Mrs. Robert Nelson.

Miss Alice Cushman of Hartford has been spending the holidays with her parents, Mr. and Mrs. R. H. Cushman.

Miss Eber Ekberg of Vineyard Haven was a caller in town Sunday afternoon on her way home from the Root-Brooks wedding at North Haverhill, N. H. Miss Ekberg formerly taught in Powers Institute and

Mrs. A. L. Truesdell, Mrs. Leon Nelson, Mrs. Laura Flagg, Mrs. Clarissa Irving and Mrs. Frank Deane motored to Buckland Tuesday, where they attended the fall meeting of the Franklin district of Women's department of the Massachusetts Congregational Missionary society.

Miss Eleanor Nelson of Brooklyn, N. Y., was at her father's Leon Nelson over the week end and holiday. Charles Vose of Ashfield spent the week end there also.

Mrs. George Morton, Mrs. A. W. Ward and Mrs. Howard Moat enjoyed a trip to Belchertown Thursday afternoon and visited with Mrs. Bagg.

Mr. and Mrs. Ellis Potter and daughter, Miss Mabel of Rowe, Mass.,

Mr. and Mrs. Raymond Dunnell and Jane Lots, are visiting a few days in Littleton, N. H. They attended the wedding of Miss Iva Brooks and Harry Root at North Haverhill, N. H., on Saturday.

Mr. and Mrs. A. M. Dunnell and Junior of Keene, N. H., spent the holiday with their parents here, and called upon Miss Margaret Barnard in evening.

Leverett church was well represented at the Sunday evening service at Goodale Memorial church, and their music was much enjoyed.

Mrs. Morton, John Morton and Roy Herrick attended the Belchertown Fair on Monday.

Elliott Root, Morton Whiteth and Myron Warner of Greenfield attended the wedding of Henry Root and Miss Brooks in North Haverhill, N. H., Saturday and took a week end trip down through New York state.

## West Northfield-South Vernon

Mrs. Ed. Warnock opened a Beauty Parlor at her home in West Northfield, Monday.

Mrs. Harrison Stacy and family of West Northfield spent the week end with her mother, Mrs. Phoebe Stancliff, in the "Basin" in Vermont.

Both schools in Dickinson hall West Northfield, Mass., are closed for one week on account of what is feared is a case of Scarlet fever. Gilbert Holton son of Ed. Holton was taken ill with it, in school, exposing a lot of children.

Mrs. Nellie Duncan has been spending a few days at her home in Webster.

Henry L. Crowell spent the holiday in Springfield.

Mr. and Mrs. Lawrence Gale and family spent Sunday with Mrs. Gale's parents, Mr. and Mrs. Sidney Eastman.

Mrs. Elmer French and daughter, Miss Florence French, spent the week end Chester, Vt.

Mr. and Mrs. Fred Bliss and daughter and Mrs. George Gunderman of Springfield were guests of Mrs. Ella Rogerson on Sunday.

Mr. and Mrs. Fred Slatte and son of Chicopee Falls visited Mr. and Mrs. Almon Flagg Monday, on their way home from Windsor, Vt.

Mr. and Mrs. R. E. Bruce attended the Windham County Convention held in South Windham, Vt., last Thursday.

Mrs. R. E. Bruce went to Randolph, Vt., last Sunday to attend the State Convention at a state officer and a delegate from the Baptist Church of Brattleboro, Vt., which is held at that place from Monday until Wednesday night. She is expected home Thursday.

Rev. George A. Gray of Fall River, Mass., gave two very impressive sermons last Sunday at the South Vernon Church both morning and evening. He is a fine singer and we all enjoyed the fine solo he sang at the morning service, "I Am So Happy In Jesus." He also gave a fine talk to the children in Sunday School and he was a very interesting Sunday School teacher. He was well liked by both old and young. The evening service was especially impressive and the solo that was sung by Miss Dorothy Pearson of East Northfield, Mass., and the duet "What Will You Do With Jesus" by Ernest W. Dunklee and Mrs. Gray were greatly enjoyed by a good congregation. It is hoped this church will give him a call to become pastor here as he has already won the hearts of the young people and he is greatly interested in their welfare.

Mrs. A. W. Wheeler went Friday to visit relatives in Henniker and Bradford, N. H. She plans to be gone 2 or 3 weeks. Mrs. Mattie Little of Manchester, N. H., is housekeeper for Mr. Wheeler, during her absence.

Two automobile accidents on the Pond Road are more than enough for one week one happening Sunday and the other on Tuesday. One of the victims in both accidents were so badly injured they died soon after they were struck.

Mrs. J. S. Purdy passed away Saturday at the Vernon Home and Mrs. Martha Parnelee on Thursday.

Henry Harvey of Keene, N. H., is a guest of his brother and wife, Mr. and Mrs. A. D. Dulke.

Mr. and Mrs. Ellis Potter and daughter, Miss Mabel of Rowe, Mass.,

## MAJESTIC MODEL 52

## 8-Tube Screen Grid Superheterodyne

More Selectivity? More Sensitivity, Better Tone Quality, More Volume.

**Less Price--Only \$112.50**  
**WHY PAY MORE?**

Let Us Demonstrate This Wonderful New Radio. You Will Be Pleased and Surprised. Free Home Demonstration Without Any Obligation. Easy Time Payments. Small First Payment? Balance in Easy Monthly Payments.

**Be sure and see and hear this New "MAJESTIC."**  
**It is a "WOW"**

**Remember the Price--only \$112.50**

On Display At Spencers Garage

**SPENCER BROTHERS**  
Northfield, Massachusetts

## Off to the movies :-

Leisure time is the lot of this young wife. Oh yes, dinner will be served on time—piping hot—brown roasted and done to a turn.

You see our young wife has placed all the vegetables and a roast in the electric oven. She has set the automatic time controls to turn on the heat at 3:30 and to shut off at 5:45. So at the usual time dinner will be served perfectly cooked. And with it all our young wife has enjoyed herself all the afternoon.

Now this is being done everywhere, right now, today.

You, too, may have this comfort, convenience and leisure time with an automatic electric range.

Our co-operating dealer is offering free installation.

## GREENFIELD ELECTRIC LIGHT AND POWER COMPANY

Constituent of  
Western Massachusetts Companies

## Still the World's Best Investment

The first mortgage known to history was recorded on clay tablets in Assyria, centuries before the birth of Christ. Today mortgages are still regarded by men of finance as the world's most stable form of investment.

For 42 years Inter State Mortgages have been made, sold and without loss or depreciation. No investor has ever been disappointed. All Inter State Mortgages have been and will continue to be guaranteed.

## The Inter State Mortgage Trust Company

GREENFIELD, MASS.

were Sunday callers at home of his to live at the home where Mrs. Rose Akeley now lives in his boyhood days. They moved from Adams, Mass., where he has lived for several years at White Plains N. Y., last Spring. He is Vice President of the Berkshire Mfg. Co., and works in New York City assisted by his daughter. He came to Brattleboro, Vt., in the interests of that company as they own the Fort Dummer Cotton Mills in Brattleboro, Vt.

## Felix Knows the Description

## For Every Banking Need

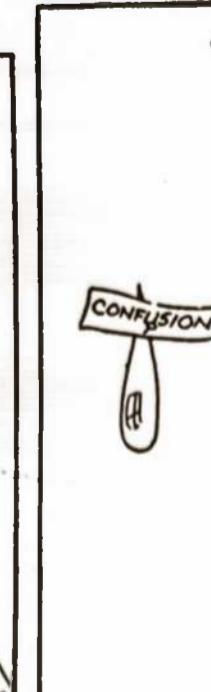
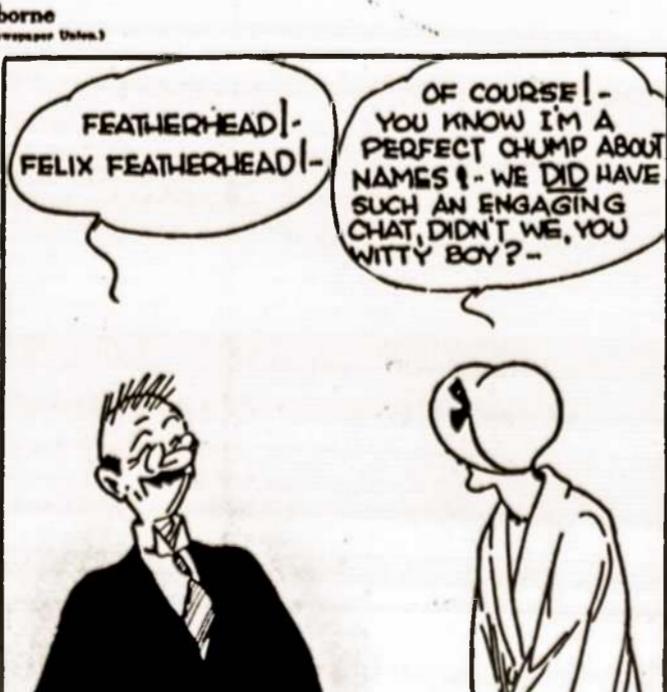
An account here puts at your disposal all the facilities of this modern bank, organized to give you helpful service in every financial transaction.

Vermont-Peoples National Bank  
Brattleboro, Vermont

THE BANK THAT SERVES.

## THE FEATHERHEADS

By Osborne  
(© by Western Newspaper Union)



# BIG STEAK SALE! FRIDAY and SATURDAY

COME TO GREENFIELD AND SEE OUR DISPLAY OF MEATS  
PRICES THE LOWEST QUALITY THE HIGHEST  
**B. SOLOMON'S NEW MARKET**  
18 Chapman Street, Greenfield, Mass.

## Advertising Good Goods

The American housewife, who is really the purchasing agent of the American people, knows that when she buys nationally advertised merchandise she is buying intelligently, said Joseph Wilshire, president of Standard Brands Incorporated, recently. Mr. Wilshire who has had more than thirty years' experience manufacturing and marketing food products has made an intensive study of the buying habits of the American housewife.

"Newspapers and magazines are directing the purchasing practices of the housewife," continued Mr. Wilshire. "To illustrate: The American housewife was informed about dated coffee through the medium of newspapers and magazines. Now the housewife, a shrewd buyer of coffee and a skilled maker of coffee, knows that to get good coffee you must have fresh coffee. So she welcomed the marketing of dated coffee, and sales of a particular brand of coffee increased at once.

"When the housewife turned to dated coffee she turned to a nationally advertised product and so she made a change in her coffee buying habits with enthusiasm.

"National advertising calls for large sums of money. To warrant spending such sums products must possess superior quality and the prices must be right. The housewife knows this and so what she reads in her local newspaper and in the magazines which come into her home guides her in her household buying.

"Winning the implicit confidence of the housewife is to the tremendous credit of advertising."

## GIBS AND JIBES

Traffic Cop: "Hey! When I blew my whistle, why didn't you go?" Conine: "You whistle so beautifully that I just had to stop and listen."

Red: "Does the wind bother you?" Mrs: "No, talk all you please."

The most noticeable and immediate effect of the rain was the bolstering up of the morale of everyone. While it doesn't help the corn that is lost, it helps one to face the situation with a new grip.

City Councilmen—"Let us put our heads together and make a concrete road."

**The President**  
awaits your visit

on 48th Street  
West of Broadway

New York

BEST HOTEL VALUE  
IN THE CITY

400 ROOMS  
each with bath

**\$2 50**  
DAILY

Single \$3.00 \$3.50 \$4.00  
Double \$3.50 \$4.00 \$4.50

FREE GARAGE  
FACILITIES  
SPECIAL RATES  
TO TOURISTS

*A few steps to everything!*

**HOTEL**

**PRESIDENT**

234 West 48th St.

New York

SIDNEY J. MITCHELL  
Manager

Telephone:

CHICKERING 1800

**Goodnow, Pearson & Hunt**  
(INCORPORATED)

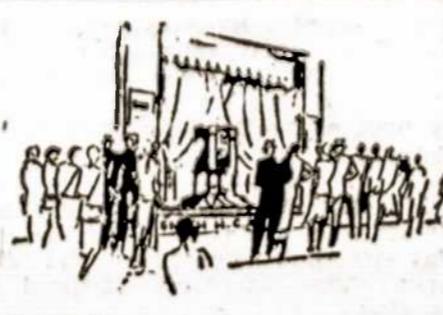
BRATTLEBORO'S DEPARTMENT STORE

# Quality Up! Prices Down! For our 57th Anniversary Celebration!

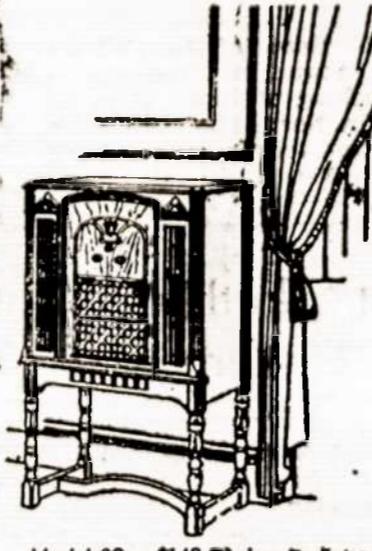
Beginning Saturday, Oct. 18th  
and Continuing through Nov. 1st.

Desirable New Fall Clothing and Furnishings for Men and Boys, Women's and Children's Ready-to-Wear, Millinery and Dry Goods.

SPECIALLY PURCHASED FOR THIS SALE



*We have the  
new model*



Model 80—\$142.50, less Radiotrons  
**Radiola**  
Super-Heterodyne

The latest and greatest achievement of RCA's brilliant staff of radio engineers—the new Radiola. It's new—it's different—and it's sensational in price, only \$142.50 less Radiotrons—clear, mellow tone to please the most critical ear—beautiful cabinets to delight the most discriminating woman. Let us demonstrate its thrilling performance today.

Model 80, illustrated, has screen-grid—9 tuned circuits—electro-dynamic speaker—magnified illuminated dial marking—push-pull amplification—local distance switch—and many other features. A nominal down payment secures immediate delivery—easy terms—liberal allowance for your present set.



**H. A. Reed & Son,**  
Northfield Msas. Telephone

## Strange But True

The word "kodak" used to describe a film roll camera, brought out in 1888 by the Eastman company when the film roll camera was introduced for the first time. The word "kodak" is a copyright trade name and can only be properly applied to Eastman products.

The "Mother" orange tree of California is located at Bardwell. It was planted in 1886 and is said to have started that state's orange raising business. It is still used for propagation purposes.

CHURCH, FRATERNAL  
AND OTHER NOTICESTRINITARIAN CONGREGATIONAL  
CHURCH

Rev. Francis W. Pattison, pastor

Announcements for the week beginning October 19.

## SUNDAY

10.00 a. m. Sunday School.  
10.45 a. m. Prayers.

11.00 a. m. Morning Worship.

3.30 p. m. Sacred Concert. Auditorium Evening service omitted.

## MONDAY

6.00 p. m. Brotherhood supper and program.

8.00 p. m. Frendly Class Social with Mrs. B. Chamberlain.

## TUESDAY

6.30 p. m. Federated Brotherhoods at 1st Congregational Church, Greenfield.

## WEDNESDAY

3.00 p. m. Berean Class Social.

## THURSDAY

10.30 a. m. Ladies Sewing Society.  
3.45 p. m. Junior Christian Endeavor Society.

7.30 p. m. Week Evening Service.

8.30 p. m. Choir Practice.

ADVENT CHRISTIAN CHURCH  
SOUTH VERNON

Rev. George E. Tyler, Pastor

## SUNDAY

10.45 a. m.—Sermon by Rev. George Gray of Fall River.

12.05 p. m.—Church School.

7.30 p. m.—Union service at the Chapel, Rev. Mr. Gray speaker.

## THURSDAY

Thursday evening 7.30—Mid-week meeting at the Home.

All services on standard time.

FIRST CONGREGATIONAL  
UNITARIAN CHURCH

Charles Chambers Conner, Mary Andrews Conner, Ministers.

9.45 a. m.—Sunday School.

10.45 a. m.—Service of Worship with special speaker attending conference.

## FREE METHODIST CHURCH

Mrs. Nellie A. Reid, Pastor

## SUNDAY

10.30 a. m.—Morning worship.

11.30 a. m.—Sunday school.

6.30 p. m.—Class meeting.

7.30 p. m.—Evening worship.

## WEDNESDAY

3.00 p. m.—Children's meeting.

7.30 p. m.—Prayer meeting.

ST. PATRICK'S ROMAN CATHOLIC  
CHURCH

Father Carey and Father Rice, Pastors

Sunday mass at 10.30 a. m., except on the first Sunday of each month, when it is at 8.30 a. m.

Sunday school and Bible history after the celebration of mass.

## DICKINSON LIBRARY

Main St., Northfield

Open Tuesday, Thursday and Saturday from 2 to 5.30 and 6.30 to 9 p. m.

Answers to "How Much  
Do You Know"

1. Daniel Defoe.
2. "Are you there?"
3. Yes. The Carolinas.
4. An Emperor.
5. Andrew W. Mellon.
6. A law drawn up to enforce the 18th amendment.
7. Joshua.
8. Santa Maria, Nina, Pinta.
9. John Calvin.
10. Md.
11. Twelve.
12. Salvation Army.

## The Best Time to Advertise

The best time to advertise is when advertising will do the most good.

Not in many years has a condition existed in this country when it was necessary to advertise and advertise liberally.

Everyone is thinking hard times. It has been talked too much. Many people who have not suffered any curtailment of income are reducing their purchases radically. They are buying only what they absolutely have to have and sparingly of that. They have been influenced by the talk and atmosphere of hard times until they have come to feel that they too are hard up and must curtail their buying.

The opportunity of the merchant at this time is not only to present his wares and create a desire for them through advertising, but to help dispel the atmosphere of gloom and depression that settled down over the country and affected the buying of merchandise so generally.

Good, live, peppy, optimistic advertisements that tell of the good merchandise, first class service and right prices will do more to bring about a normal business condition in this community than anything else that can be done.

## Heaters

Hot water and register type.

See our line of latest type car heaters—We guarantee you real comfort with our heater.

Prestone  
Glycerine  
Alcohol

We have our winter supply of Anti-Freeze—It is not too early to prepare for cold weather.

## Chains

We have our winter stock of chains—Special sale of chains on now.

## Used Tires

We have 150 used tires in stock—every size—real bargains. Save money.

## Used Cars

1—1929 Model A Closed Cab Light Truck—Very Good.

1—1929 Model A Sport Roadster—Two Spares.

1—1926 Dodge Panel Body Truck—Very Good Condition.

1—1925 Ford T Sedan—Best of condition \$45.00

1—1925 Ford T Coupe—Balloon tires \$35.00

## Spencer Brothers

Northfield, Mass.

## THIS GROWING BANK

Would appreciate Your Business.

## COMMERCIAL DEPARTMENT

## SAVINGS DEPARTMENT

## TRUST DEPARTMENT

The Franklin County Trust Co.

GREENFIELD.

(THE BANK WITH THE CHIME CLOCK)

Get Your Car Ready  
for Cold WeatherSERVICE HINTS FOR THOSE WISH TO  
AVOID TROUBLE

Clean Carbon and Grind Valves

Put In New Spark Plugs

Flush Entire Cooling System

Tighten Loose Bolts and Nuts

Tighten Electrical Connections

Set Generator Rate Ahead

## The Morgan Garage

Northfield, Mass.

Phone 173

ALFRED E. HOLTON

Electrician

Northfield, Mass.

Telephone 101

Universal and Hotpoint Electric Ranges

Lamps and Appliances of all kinds.

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